

Removing the mystery of Search Engine Optimization



Project Title	Removing the mystery of Search Engine Optimization
Project Summary	We need your help in improving the digital experience for all IndianAffairs.gov users by implementing search engine optimization best practices.
Country	United States

Project Description

Are you passionate about providing people with user experience?

Most of the www.indianaffairs.gov visitors find content using organic search via search engine. Help improve our web user experience by using practices such as content tagging and search terms analytics.

What you will do:

Interns will gain experience analyzing existing search terms and developing keyword lists. They will examine the top visited pages and mapping keyword lists and meta tagging these pages. This position will work with IA programs to prioritize, organize, and process digital content.

Required Skills or Interests

Skill(s)

Data analysis

Research

Writing

Additional Information

You will be part of a team of web developers, content managers and digital accessibility specialists dedicated to providing simpler, faster, and better government services to American Indians, Indian tribes, and Alaska Natives. Here is more info about the Bureau of Indian (<https://www.indianaffairs.gov/about/about-us>)

Language Requirements

None